



## STATE OF MICHIGAN STATE BOARD OF EDUCATION

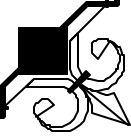
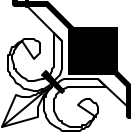
### POLICY ON COMMERCIAL ADVERTISING IN INSTRUCTIONAL PROGRAMMING

**M**ichigan's school districts have a tradition of local autonomy. Decisions to purchase programs, services, and equipment are typically made at the local level. Michigan's locally elected school boards have historically determined curriculum content, established school calendars, and influenced teaching methodology. This local decision-making process allows school districts to be responsive to the unique needs and resources of their communities.

**T**he State Board of Education recognizes that partnerships with business, industry, and civic organizations can provide invaluable support for Michigan's public schools. The State Board of Education also recognizes the increasing need on the part of school districts, colleges, and universities to acquire equipment and competencies in using instructional technology to:

- 1) enhance the delivery of curriculum;
- 2) expand educational opportunities for students;
- 3) provide staff development activities cost effectively;
- 4) increase equity of educational resources; and
- 5) improve administrative efficiencies regarding information exchange.

**T**he State Board of Education believes that children are a special audience with fewer critical thinking skills and greater vulnerability with respect to advertising. The State Board of Education views the classroom as a neutral learning environment free of product and service endorsements, whether actual or implied. The State Board of Education also believes that it is the responsibility of local and intermediate school districts to avoid the possibility that students and school personnel are taken unfair advantage of in those instances where commercial advertising is used in instructional programming. The State Board of Education does not wish to discourage corporate involvement in school-business partnerships. However, as school districts consider entering into formal agreements with the private sector, the State Board of Education strongly encourages all schools to carefully review their constitutional and statutory responsibilities.





**Adopted September 11, 1990**

